

PATENT

Applicant:		Serial No.:	unknown
Filed:	concurrent herewith	Docket No.:	12777.11US01
Title:	METHOD OF SEQUENTLY DISPLAYING ADVERTISEMENT ON A TELEVISION SCREEN AND A DIGITAL BROADCASTING SET-TOP BOX FOR PERFORMING THE SAME		

By: Chris Stordahl
Name: Chris Stordahl

In connection with the above-identified application filed herewith, please enter the following preliminary amendment:

IN THE CLAIMS

Please amend claim 6 as follows:

6. (Amended) A advertising method by using a digital broadcasting set-top box, comprising

1) providing a digital broadcasting set-top box according to claim 1 in which contents of an advertisement ordered by an advertiser who paid an advertising rate is stored to a viewer by a broadcasting company, the digital broadcasting set-top box being produced by order from the broadcasting company, and the digital broadcasting set-top box including the contents of the advertisement; and

2) sequentially displaying the advertisement of the advertiser on a television screen of the viewer in which the digital broadcasting set-top box is installed.

REMARKS

The above preliminary amendment is made to remove multiple dependencies from claim 6.

Applicants respectfully request that the preliminary amendment described herein be entered into the record prior to calculation of the filing fee and prior to examination and consideration of the above-identified application.

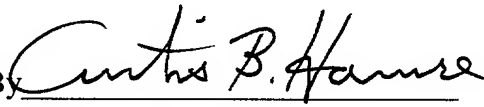
Attached hereto is a marked-up version of the changes made to the claims by the current amendment. The attached page is captioned "Marked-up Copy".

If a telephone conference would be helpful in resolving any issues concerning this communication, please contact Applicants' primary attorney-of record, Curtis B. Hamre (Reg. No. 29,165), at (612) 336.4722.

Respectfully submitted,

MERCHANT & GOULD P.C.
P.O. Box 2903
Minneapolis, Minnesota 55402-0903
(612) 332-5300

Dated: 7 November 2001

By 
Curtis B. Hamre
Reg. No. 29,165

CBH:hjh

12777.11US01

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6. A advertising method by using a digital broadcasting set-top box, comprising

1) providing a digital broadcasting set-top box according to [claims 1 or 2] claim 1 in which contents of an advertisement ordered by an advertiser who paid an advertising rate is stored to a viewer by a broadcasting company, the digital broadcasting set-top box being produced by order from the broadcasting company, and the digital broadcasting set-top box including the contents of the advertisement; and

2) sequentially displaying the advertisement of the advertiser on a television screen of the viewer in which the digital broadcasting set-top box is installed.

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S/N unknown

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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TELEVISION SCREEN AND A DIGITAL BROADCASTING SET-TOP
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CERTIFICATE UNDER 37 CFR 1.10

'Express Mail' mailing label number: EV004048318US

Date of Deposit: 7 November 2001

I hereby certify that this correspondence is being deposited with the United States Postal Service 'Express Mail Post Office To Addressee' service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

By: 
Name: Chris Stordahl

COMMUNICATION REGARDING PRIORITY CLAIM

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

Applicants hereby claim the benefit under Title 35, United States Code § 119 of foreign
priority as follows:

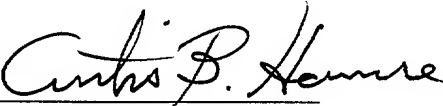
<u>Application No.</u>	<u>Filing Date</u>	<u>Country</u>
10-2000-66848	10 November 2000	Republic of Korea

The priority document(s) will be furnished at a later date.

Respectfully submitted,

MERCHANT & GOULD P.C.
P.O. Box 2903
Minneapolis, Minnesota 55402-0903
(612) 332-5300

Dated: 7 November 2001

By: 
Curtis B. Hamre
Reg. No. 29,165

CBH:hjh